

**CONTRACT**

**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave.**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 361925 /		<u>Alt Order #</u> 06862396
<u>Product</u> S.E.I.U.		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> 2006
<u>Advertiser</u> Service Employees International Union		<u>Original Date / Revision</u> 10/10/12 / 10/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 112	<u>Product Code</u> 119
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/16/12	10/19/12	Live at Daybreak	6a-7a		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				2	\$1,250.00			
N 2	WTMJ	10/16/12	10/19/12	Today Show M-F	7a-9a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$1,000.00			
N 3	WTMJ	10/20/12	10/20/12	Today Show Saturday	6a-8a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S-				1	\$650.00			
N 4	WTMJ	10/20/12	10/20/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S-				1	\$750.00			
N 5	WTMJ	10/21/12	10/21/12	Live at Daybreak-Sun. 6a-7a	6am-7am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$600.00			
N 6	WTMJ	10/21/12	10/21/12	Today Show Sunday	7a-8a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$850.00			
N 7	WTMJ	10/21/12	10/21/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$750.00			
N 8	WTMJ	10/16/12	10/19/12	Today Show II	10a-11a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$500.00			
N 9	WTMJ	10/16/12	10/19/12	Today Show III	11a-12n		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$500.00			
N 10	WTMJ	10/16/12	10/19/12	Noon News Rotation	12n-1p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$500.00			
N 11	WTMJ	10/16/12	10/19/12	Days of Our Lives	1p-2p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$300.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 361925 /		<u>Alt Order #</u> 06862396
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> S.E.I.U.	<u>Estimate #</u> 2006
<u>Advertiser</u> Service Employees Interr		<u>Original Date / Revision</u> 10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 13	WTMJ	10/21/12	10/21/12	Sunday Insight	10am-1030am		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$750.00			
N 14	WTMJ	10/16/12	10/19/12	Live at 3:00 News	3p-4p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$400.00			
N 15	WTMJ	10/16/12	10/19/12	Live at 4:00 News	4p-430p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$750.00			
N 16	WTMJ	10/16/12	10/19/12	Live at 4:30 News	430p-5p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$900.00			
N 17	WTMJ	10/16/12	10/19/12	Live at 5 News	5p-530p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$1,500.00			
N 18	WTMJ	10/16/12	10/19/12	Live at 6 News	6-630p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$2,000.00			
N 19	WTMJ	10/20/12	10/20/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
N 20	WTMJ	10/20/12	10/20/12	Live at 6 Saturday	6p-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
N 21	WTMJ	10/21/12	10/21/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,200.00			
N 22	WTMJ	10/16/12	10/19/12	Access Hollywood	630p-7p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$1,000.00			
N 25	WTMJ	10/16/12	10/19/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$2,500.00			
N 26	WTMJ	10/20/12	10/20/12	Live at 10pm Saturday	10p-1030p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,500.00			
N 27	WTMJ	10/21/12	10/21/12	Live at 10pm Sunday	10:30-11:05pm		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$2,500.00			
N 28	WTMJ	10/16/12	10/19/12	Tonight Show	1035p-1137p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$1,500.00			
N 29	WTMJ	10/16/12	10/19/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$500.00			
N 30	WTMJ	10/20/12	10/20/12	Saturday Night Live	1030p-1205a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,000.00			
N 31	WTMJ	10/21/12	10/21/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	1	\$10,000.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$10,000.00			
N 32	WTMJ	10/22/12	10/22/12	Live at Daybreak	6a-7a		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,250.00			
N 33	WTMJ	10/22/12	10/22/12	Today Show M-F	7a-9a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,000.00			
N 34	WTMJ	10/22/12	10/22/12	Noon News Rotation	12n-1p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$500.00			
N 35	WTMJ	10/22/12	10/22/12	Days of Our Lives	1p-2p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$300.00			
N 36	WTMJ	10/22/12	10/22/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$200.00			
N 37	WTMJ	10/22/12	10/22/12	Live at 4:30 News	430p-5p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$900.00			
N 38	WTMJ	10/22/12	10/22/12	Live at 5 News	5p-530p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,500.00			
N 39	WTMJ	10/22/12	10/22/12	Live at 6 News	6-630p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,000.00			
N 40	WTMJ	10/22/12	10/22/12	Access Hollywood	630p-7p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,000.00			
N 41	WTMJ	10/22/12	10/22/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,500.00			
N 43	WTMJ	10/22/12	10/22/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$500.00			
Totals											40	\$52,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	40	\$52,950.00	\$45,007.50
<b>Totals</b>	<b>40</b>	<b>\$52,950.00</b>	<b>\$45,007.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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